**WHAT IS CLAIMED IS:**

1.      A method of storing and reproducing contents, comprising the steps of:

connecting to a contents sever, downloading contents from the contents server, and storing the downloaded contents along with terminal identification information of a first terminal by the first terminal;

transmitting the contents with the terminal identification information to a second terminal by the first terminal; and

comparing the terminal identification information attached to the contents with terminal identification information of the second terminal, and if the terminal identification information is identical, reproducing the contents by the second terminal.

2.      The method of claim 1, further comprising the step of performing a non-reproduction operation on the contents by the second terminal, if the terminal identification information attached to the contents is different from the terminal identification information of the second terminal.

3.      The method of claim 2, wherein the step of performing the non-reproduction operation comprises the step of deleting the contents.

4.      The method of claim 2, wherein the step of performing the non-reproduction operation comprises the steps of:

connecting to the contents server and registering the contents to be reproduced;

updating the terminal identification information attached to the contents with the terminal identification information of the second terminal, if the contents registration is completed; and

deleting the contents if the contents registration is not completed.

5.      The method of claim 4, wherein the contents registering step comprises the steps of:

connecting to the contents server, requesting registration of the contents to the contents server, and transmitting identification information of the contents to the contents server;

displaying charge information of the contents if the contents charge

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information is received from the contents server; and

notifying the contents server of purchase willingness, if purchase of the contents is requested by a predetermined manipulation.

6.    The method of claim 5, further comprising the step of receiving an acknowledgement signal for the contents identification information and receiving an acknowledgement signal for the purchase willingness from the contents server.

7.    The method of claim 1, wherein the contents downloading step comprises the steps of:

connecting to the contents sever, receiving a table of contents from the contents server, and displaying the table of contents; and

notifying the contents server of contents selected by a predetermined manipulation among the table of contents and downloading the selected contents from the contents server.

8.    The method of any of claim 1 to claim 7, wherein the terminal identification information is filled in a header field of a format of the contents and includes an ESN (Electronic Serial Number) of the terminal.

9.    A method of storing contents in a terminal, comprising the steps of:

connecting to a contents server and downloading contents;

reading preliminarily stored terminal identification information; and

storing the downloaded contents together with the read terminal identification information.

10.    The method of claim 9, wherein the terminal identification information is filled in a header field of a format for the contents.

11.    The method of claim 9, wherein the contents downloading step comprises the steps of:

connecting to the contents sever, receiving a table of contents from the contents server, and displaying the table of contents; and

notifying the contents server of contents selected by a predetermined manipulation among the table of contents and downloading the selected contents

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from the contents server.

12.     The method of claim 10 or claim 11, wherein the terminal identification information includes an ESN (Electronic Serial Number) of the terminal.

13.     A method of reproducing contents in a terminal, comprising the steps of:
checking terminal identification information attached to stored contents;
comparing the terminal identification information attached to the contents with terminal identification information of the terminal; and
reproducing the contents, the terminal identification information attached to the contents with terminal identification information of the terminal.

14.     The method of claim 13, further comprising the step of performing a non-reproduction operation on the contents, if the terminal identification information attached to the contents is different from the terminal identification information of the terminal.

15.     The method of claim 14, wherein the step of performing the non-reproduction operation comprises the step of deleting the contents.

16.     The method of claim 14, wherein the step of performing the non-reproduction operation comprises the steps of:
connecting to the contents server and registering the contents to be reproduced; and
updating the terminal identification information attached to the contents with the terminal identification information of the terminal, if the contents registration is completed.

17.     The method of claim 16, further comprising the step of deleting the contents if the contents registration is not completed.

18.     The method of claim 16 or claim 17, wherein the contents registering step comprises the steps of:
connecting to the contents server, requesting registration of the contents to the contents server, and transmitting identification information of the contents

to the contents server;

      displaying charge information of the contents if the contents charge information is received from the contents server; and

      notifying the contents server of purchase willingness, if purchase of the contents is requested by a predetermined manipulation.


19.    The method of claim 18, further comprising the step of receiving an acknowledgement signal for the contents identification information and receiving an acknowledgement signal for the purchase willingness from the contents server.